



**Family Connects Frederick County  
Frederick Health Village**  
One Frederick Health Way  
Frederick, MD 21701

**REQUEST FOR PROPOSALS (RFP) #23-0001  
FAMILY CONNECTS EVALUATION SERVICES**

<b>RFP Number:</b>	RFP 23-0001
<b>RFP Name:</b>	FAMILY CONNECTS EVALUATION SERVICES
<b>Issue Date:</b>	June 26, 2023
<b>Pre-proposal Conference</b>	Friday, June 30, 2023 9:30 -10:30 am EST Register at <a href="https://us02web.zoom.us/webinar/register/WN_X3NtWU2STgg3AtTUSd9yIQ#/registration">https://us02web.zoom.us/webinar/register/WN_X3NtWU2STgg3AtTUSd9yIQ#/registration</a>
<b>Questions Due and How:</b>	Questions due no later than 5:00 PM on July 10, 2023 Submit questions at <a href="http://www.frederickhealth.org/FCevaluator">http://www.frederickhealth.org/FCevaluator</a>
<b>RFP Due**:</b>	August 16, 2023 at 2:00 PM EST
<b>Proposal submission:</b>	Submit proposal in two separate PDFs at <a href="http://www.frederickhealth.org/FCevaluator">http://www.frederickhealth.org/FCevaluator</a> See Section E for what to include in each PDF submission. Note: Only electronic submissions will be accepted.
<b>Agreement Term:</b>	October 1, 2023 to December 31, 2025
<b>Payment Terms:</b>	Net 30
<b>Estimated Contract Value</b>	\$300,000

## **SECTION A – GENERAL CONDITIONS**

1. **CERTIFICATION OF COMPLIANCE:** ATTACHMENT A CERTIFICATION OF COMPLIANCE is provided to facilitate compliance with the applicable law and is to be completed and returned with response.
2. **AWARD NOTIFICATION:** Award notification will be by email, phone or any combination thereof.

## **SECTION B – SPECIAL CONDITIONS**

1. **CONTRACTOR'S QUALIFICATIONS:** Eligible contractors must affirm the following: Within the past five (5) years the firm or any officer, controlling stockholder, partner, principal, or other person substantially involved in the contracting activities of the business is not currently suspended or debarred and is not a successor, subsidiary, or affiliate of a suspended or debarred business.
2. **AGREEMENT PERIOD:** The contract period shall commence upon approval and proper execution of the contract documents which is anticipated to be on or about October 1, 2023.
3. **REFERENCES:** References will be verified by the Buyer. Any work history the Contractor has with Frederick Health will automatically be utilized as part of the evaluation process.

## SECTION C – SPECIFICATIONS

### PURPOSE:

Frederick Health is seeking a vendor for an independent evaluation of the impact of Family Connects Frederick County -- the site implementation of an evidence-based universal nurse home visiting program for newborns and their families residing in Frederick County.

Family Connects Frederick County successfully launched on January 1, 2023 with services to Frederick County residents delivering a baby at Frederick Health. Frederick Health anticipates reaching Family Connects International's model fidelity goals by the end of 2023 and in 2024 will launch an expansion of services to Frederick County residents with babies aged 0 to 12 weeks no matter where the babies are born.

Family Connects was selected as a model appropriate for implementation in Frederick County through the 2019-2021 Local Health Improvement Process (LHIP). The 2019-2021 LHIP was a three-year process that started with the 2019 Community Health Needs Assessment conducted collaboratively by Frederick Health, Frederick County Health Department and the Frederick County Health Care Coalition.

Through this partnership, Frederick Health evaluated the model against the following criteria:

- ability to offer support early in the postpartum period when African American women have been found to be most likely to die from pregnancy-related complications (2-4 weeks postpartum)
- ability to provide direct patient care through a nurse to evaluate immediate health concerns
- ability to be implemented universally — to reach families without known prior risk factors
- ability to improve child wellbeing at a population level
- recognized as evidence-based by [HOMVEE](#), [MIECHV](#), and the [California Evidence-Based Clearinghouse for Child Welfare](#)

Frederick Health found that Family Connects could build on the existing approaches utilized by the Frederick County Health Department. With its focus on triaging need through a brief intervention offered to all newborns and their families, Family Connects would be a natural complement to existing narrowly targeted or funded programs and could increase exposure to some programs that are underutilized. In fact, Family Connects is the only evidence-based universal newborn home visiting model offering nurse visits recognized by MIECHV.

### Technical Requirements:

#### Overview of Services Required

The vendor will provide Frederick Health with an independent evaluation of the program's impact in Frederick County to support the case for ongoing investment and sustainability of the project across several different impact metrics. The Family Connects model has been evaluated using random control trials at Duke University. Frederick Health has committed to implementing this service to all families giving birth at Frederick Health in 2023 and then expanding to all families with newborns in Frederick County in 2024. Given the commitment to universal implementation, Frederick Health seeks vendors qualified to offer a quasi-experimental evaluation of the program - a study of the intervention that aims to demonstrate the causality between the program's intervention and its outcomes but does not use randomization.

## 1. Work Proposal

The vendor will work with the Frederick Health implementation team to accomplish the following:

- 1.1. Selection of an appropriate evaluation methodology
- 1.2. Selection of research questions and impact metrics in consultation with the Family Connects Frederick County implementation team for the initial and final evaluation reports
- 1.3. Presentation and facilitated discussion of evaluation methodologies and prioritization of metrics with the Community Partner Council and Leadership Advisory Council of Family Connects Frederick County and other key stakeholders
- 1.4. Design and implementation of evaluation
- 1.5. Community outreach to support evaluation
- 1.6. An initial evaluation report including research questions, methodology, logic model, key findings, and executive summary in visually appealing report with appropriate infographics **due no later than October 31, 2024**
- 1.7. A final evaluation report including research questions, methodology, logic model, key findings, and executive summary in visually appealing report with appropriate infographics **due no later than October 31, 2025**
- 1.8. Present the progress of the evaluation report to Frederick Health implementation team at mutually agreed upon intervals, and at the completion of the project period.
- 1.9. Design and presentation of findings to key stakeholders
- 1.10. Process for developing recommendations for quality improvements to increase the program's impact
- 1.11. Design process improvement activities to improve service delivery, staff efficiency, and client satisfaction.
- 1.12. Advise and provide technical support for ongoing measurement and tracking of the project's impact on the system of early support for families in Frederick County

## 2. Timeline

The vendor will propose a timeline for accomplishing the technical requirements and deliverables of the project.

## 3. Project Management

- 3.1. The vendor must designate a project manager with five (5) years' experience in mixed methods survey and evaluation research by position and name. The project manager must have a master's degree in one of the following or a field related to the following: business administration, public affairs, mathematics or applied mathematics, statistics, finance, quantitative analysis, or quantitative management. The project manager must have experience in quasi-experimental evaluation methodologies and the evaluation of maternal and infant health service delivery as well as collaborative research design.
- 3.2. The vendor must identify other key project staff by name and role, explain how they will support the project, and include resumes. The vendor will document the project staff in an organizational chart.
- 3.3. The vendor's project manager and key project staff must be willing to attend appropriate Family Connects team meetings and be responsive to the Family Connects Frederick County team in a reasonable and professionally acceptable timeframe.
- 3.4. Provide written bi-weekly updates against the proposed timeline to Family Connects project managers.
- 3.5. Participate in weekly Family Connects Implementation Team meetings

## 4. Vendor Qualifications

The preferred vendor would possess the following qualifications:

- 4.1. A minimum of five (5) years' experience in mixed methods survey and evaluation research. The vendor must have experience in quasi-experimental evaluation methodologies and the evaluation of maternal and infant health service delivery as well as collaborative research design.
- 4.2. Successful completion of two (2) similar projects within the last five (5) years and provide two (2) references and two (2) executive summaries, including summaries of methodology for each. The references should provide referring company name and address, contact information (name, title, telephone and email address), and a description of the services performed.
- 4.3. Experience in data analysis, including project design; data collection; selection, implementation, and documentation of appropriate methodologies; and interpretation of the results to a lay audience. Have expertise in predictive modeling, forecasting, regression, and other appropriate scientifically sound statistical techniques.
- 4.4. Demonstrate programming and analytical knowledge of SAS, SPSS, NVivo, or other comparable analytical software packages.
- 4.5. Experience with qualitative research methodologies, including, but not limited to, in-depth interviews and focus group discussions.
- 4.6. Experience in successful applications to Institutional Review Boards
- 4.7. Robust data privacy and security protocols and controls.
- 4.8. Expertise in plain language and culturally competent communication
- 4.9. Experience and capacity to offer interpretation and translation of surveys and outreach materials into Spanish, and conduct focus groups in Spanish
- 4.10. Experience in successful virtual and in-person community engagement in English and Spanish, including recruitment for evaluation activities.
- 4.11. Present a history of developing and conducting surveys.
- 4.12. Present findings in a clear, concise report.
- 4.13. Have graphic design and visual design expertise to develop infographics and interactive maps.
- 4.14. Have a demonstrated clear understanding of the Family Connects Frederick County model and implementation.

## **5. Project Budget**

1. The budget will provide expenses on an annual basis over the course of the project period. The budget should clearly indicate how the grant funds will be spent. Expenditures must:
  - a. Be fully justified and reasonable to complete the project's goals
  - b. Reflect the activities listed in the proposal.
  - c. Include incentives to reduce barriers to participation, including childcare, if offered to focus group or survey respondents.
  - d. Explain the sources and amounts of any cash-match or cost-sharing funds by expense type (salary and fringe benefits, services, travel, supplies, etc.) and should provide sufficient detail for individuals unfamiliar with the project.
2. Funds must be used for project-related costs, examples include:
  - a. Personnel expenses, i.e., salaries and benefits
  - b. Salary support for academic partners (if applicable)
  - c. Consultant and contract services (e.g., training)
  - d. Travel
  - e. Office supplies and participant incentives directly related to the scope of work
  - f. Services that are not otherwise available or reimbursable

3. Funds may not be used for: Patient care with the sole purpose of providing clinical services related to treatment or follow-up for specific health conditions; such as funded or reimbursable clinical service

## SECTION D – EVALUATION OF OFFERS

1. **EVALUATION:** Proposals will be evaluated by discussion in a step-by-step process during which the Evaluation Team will determine the best value for Frederick Health. The first step is evaluation of the technical submittal of all information required in *Paragraph 2. Technical Evaluation Criteria*, the second step is examination of the price submittal, the third step, if deemed necessary, is a presentation and interview with the Evaluation Team, and the final step in negotiations which may include the request for a best and final offer.
2. **TECHNICAL EVALUATION CRITERIA:** Proposals shall be submitted in the sections specified according to the Evaluation Criteria. Each section is required to be numbered and clearly titled for the convenience of the Evaluation Team.
  - a. **WORK PROPOSAL** – This section shall contain the Contractor’s full understanding of Frederick Health’s needs as stated in this document. This document shall address in point-by-point detail in SECTION C, SPECIFICATIONS, Paragraph 1, and provide information regarding the Contractor’s experience in performing work of this nature.
  - b. **TIMELINE OF MILESTONES** – This section shall contain a detailed timeline of events necessary to work towards completion of the project. The section shall list milestones associated with each step.
  - c. **PROJECT MANAGEMENT.** This section shall contain a detailed response to every point in SECTION C, Paragraph 3 Project Management. Additionally, resumes of people assigned to work on the project and their anticipated role shall be attached.
  - d. **VENDOR QUALIFICATIONS** – This section shall include a statement describing the Contractor’s background information, history, resources and record of accomplishment of such projects in response to the qualifications listed in SECTION C, Paragraph 4 Vendor Qualifications.
3. **PRICE PROPOSAL & BUDGET:** The second step of the evaluation will be examination of the price proposal.
  - a. Use the Price Proposal Cover Page (Attachment 3)
  - b. Present a budget meeting the specifications outlined in SECTION C, Paragraph 5 Project Budget.
  - c. Propose a payment schedule of percentages which corresponds to the steps in Timeline of Milestones above. Frederick Health will utilize this section of the proposal in negotiating contract terms with the awarded Contractor.
4. **PRESENTATION AND INTERVIEW:** After identifying the short list of the most qualified Contractor(s) based on the evaluation criteria, representative(s) may be required to clarify proposals by making individual presentations in an interview with the evaluation committee. **If selected at this stage of the process, Contractor will be contacted to arrange a time.**

## SECTION E – SUBMISSION REQUIREMENTS

### SUBMISSION OF PROPOSAL DOCUMENTS:

1. Contractors are required to include the following documents, as well as any additional information required as stated in the solicitation, with its proposal:

2. Technical Proposal in PDF #1:
  - a. Attachment 1 (Technical Proposal Signature Cover Page)
  - b. Attachment 2 (Certification of Compliance)
  - c. Technical proposal consisting of the following items:
    - i. "Work Proposal" document.
    - ii. "Timeline of Milestones" document.
    - iii. "Project Management" document
    - iv. "Vendor Qualifications" document.
3. Price Proposal & Project Budget in PDF #2
  - a. Price Proposal Cover Page
  - b. Project Budget
  - c. Payment Schedule



## ATTACHMENT 1 – TECHNICAL PROPOSAL SIGNATURE PAGE

1. **COMPANY INFORMATION:** The undersigned agrees to furnish and deliver the above services in accordance with the specifications issued for same, the subject to all terms, conditions, and requirements in the solicitation, and in the various solicitation documents:

LEGAL BUSINESS NAME\*: \_\_\_\_\_

FEDERAL TAX IDENTIFICATION NO. /SOCIAL SECURITY NO.: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

City State Zip Code  
PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

REPRESENTATIVE'S NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

PRINTED NAME OF COMPANY SIGNATORY: \_\_\_\_\_

2. **MARYLAND REGISTRATION:** Frederick Health requires that the awardee provide a certificate of good standing from the State of Maryland prior to execution of the Agreement. Executing and returning the acknowledgment below signifies that the certificate of good standing will be supplied upon request.
3. **TAX EXEMPTION:** Frederick Health is exempt from all local, state, and federal taxes, and prices stipulated by the Contractor are considered maximum and are not subject to increase due to any taxes, or any other reason.
4. **ACKNOWLEDGMENT:** The Contractor shall include a signed acknowledgment that all terms and conditions of the offer may, at Frederick Health's option, be made applicable to any contract issued as a result of this solicitation. Proposals that do not include such acknowledgment may be rejected. Executing and returning this acknowledgment will satisfy this requirement:

The undersigned agrees that all terms and conditions of this solicitation and offer may, at Frederick Health's sole discretion, be made applicable to any contract as a result of this agreement.

SIGNATURE\*\*: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

EMAIL ADDRESS OF PERSON SIGNING FORM: \_\_\_\_\_

\* The correct legal business name of the Contractor shall be used in all contracts. A trade name or nickname shall not be utilized in the submission of this proposal.

\*\* Signature shall be made by authorized signatory, officer or partner. The signing of this Acknowledgment shall represent that the person signing is authorized to commit the Contractor into a legal, binding contract. Frederick Health reserves the right to require documentation to verify signatory status.

## ATTACHMENT 2 – CERTIFICATION OF COMPLIANCE

**Certification of Compliance** with regards to Debarment of Suspension for applicable contracts under the U.S. Federal Awards Program, the following certification is required:

I, \_\_\_\_\_, the owner/signatory of \_\_\_\_\_  
Signatory Name Name of Contractor

hereby certify or attest that:

- A. In compliance with the U.S. Federal Awards Program, I certify that neither my firm nor any of my firm’s subcontractors are suspended, debarred, proposed for debarment, or declared ineligible for the award of contracts from the United States federal government procurement or non- procurement programs, or are listed in the *List of Parties Excluded from Federal Procurement and Non-procurement Programs* issued by the General Services Administration.
  - B. I certify that my firm will provide immediate written notice to the Vice President and Chief Population Health Officer and Executive Sponsor as well as the Frederick Health Program’s Operational Director, if, at any time prior to award, I find that this certification was erroneous when submitted or has become false by reason of changed circumstances.
  - C. I understand that if Frederick Health later determines that this certification is false, in addition to other remedies available, the Director of Procurement & Contracting may terminate the Agreement resulting from this solicitation for default.

By my signature below, I swear or affirm under penalties of perjury that the contents of this Certification of Compliance are true to the best of my knowledge, information and belief.

SIGNATURE OF SIGNATORY

DATE

PRINT NAME OF SIGNATORY: \_\_\_\_\_

PRINT TITLE OF SIGNATORY: \_\_\_\_\_

**ATTACHMENT 3 – PRICE PROPOSAL COVER PAGE**

ITEM NO.	DESCRIPTION	PRICE
1	FAMILY CONNECTS EVALUATION SERVICES	

COMPANY NAME: \_\_\_\_\_  
PRINT COMPANY NAME

REPRESENTATIVE'S NAME: \_\_\_\_\_  
PRINT REPRESENTATIVE'S NAME

REPRESENTATIVE'S TITLE: \_\_\_\_\_  
PRINT REPRESENTATIVE'S TITLE

TELEPHONE NUMBER: \_\_\_\_\_  
PRINT REPRESENTATIVE'S TELEPHONE NUMBER

EMAIL ADDRESS: \_\_\_\_\_  
PRINT REPRESENTATIVE'S EMAIL ADDRESS